



BASELINE® INSECTICIDE

Total pest protection.

It began as a superior pre-construction termite solution. And now, BaseLine® insecticide is approved for effective general pest control too! With a concentrated version of the active ingredient in Talstar® insecticide — the industry's most trusted brand — BaseLine goes beyond termite prevention to deliver high-powered control of over 50 common pests.

A Whole New Level

As a general pest solution, BaseLine is now a powerful weapon against ants, spiders, chinch bugs and dozens of other pests. Because of its high concentration of bifenthrin, BaseLine eliminates problem pests at lower use rates — it's not just effective, it's cost-effective.

A Strong Foundation



BaseLine was initially developed for professionals seeking a trusted termite solution with a superior residual. In fact, the active ingredient in BaseLine is proven to remain effective for 22 years* — the industry's longest residual. Unlike some pre-treatment termiticides, BaseLine binds tightly to organic matter and soils and will not move from the treated zone. And as a repellent, BaseLine eliminates any termites that come in contact with a treated area before they can breach the barrier and cause structural damage.

*Source: United States Department of Agriculture – Forest Service Trial, FL.

Structure Protection and Beyond

With its expanded label, BaseLine now allows for a variety of general household pest control applications in addition to pre-construction termite control.

Perimeter

BaseLine creates an impenetrable wall of pest control and prevention as an outdoor perimeter treatment.

Broadcast

For tough turf insect problems, choose a broadcast application of BaseLine on lawns.

Plants

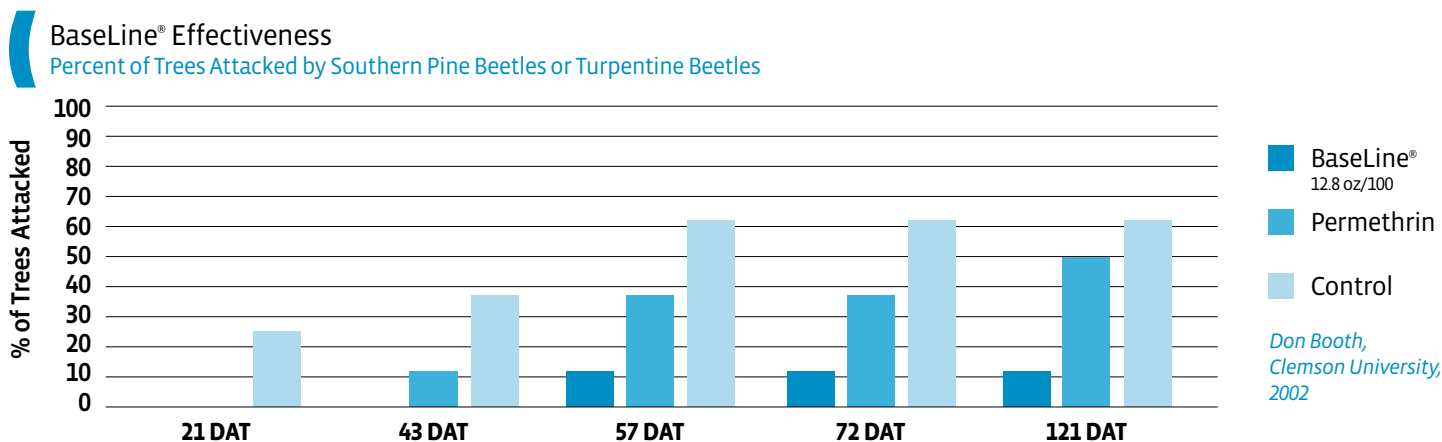
BaseLine can even be used to control damaging pests on ornamentals and a wide variety of plants.

Even Exceptional Tree Protection

BaseLine is also registered for use on a wide range of ornamental and tree pests — including bark beetles and wood borers. These voracious pests are capable of killing trees that are extremely expensive to remove and replace. Now you can help customers avoid this costly damage with BaseLine, a proven solution that provides the longest residual protection offered by any pyrethroid insecticide.

Enhanced Pine Beetle Control

As you can see, BaseLine insecticide achieved better, longer-lasting results than a treatment with permethrin, showing zero occurrence of pine beetle damage in the first 43 days following application.



The Total Package in a New Package

The 5-gallon tote and 15-gallon container will still be offered for large volume users, but BaseLine is also available in an easy-to-use 1-quart container that allows for accurate measurement and helps reduce waste. Get the total package: a termite pre-treatment with the industry's longest residual, and powerful, lasting and cost-effective protection against a wide spectrum of general pests with BaseLine insecticide.

For more information about BaseLine and other products from FMC, visit www.fmcprosolutions.com or contact your FMC Sales Representative or local FMC Distributor.



FMC Professional Solutions

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